WP 6 - Online, Media and Promotional Outputs 2022 - Deliverables D15

With the aim of giving high visibility to and maximising the impact of the activities and results of the Agora project as well as achieving greater engagement with and the empowerment of cultural heritage stakeholders, a wide set of communication and dissemination activities were undertaken, targeting our network, non-members of our network, media professionals and the general public.

An appealing visual identity and logo for the Agora project were created and promoted through online communication channels. The Agora online platform, featuring relevant information, all the news and the main outcomes of project, was developed and regularly updated. The Europa Nostra website and social media channels were extensively used. Digital newsletters and special announcements were prepared and widely distributed.

Media campaigns were developed and implemented, including the preparation and dissemination of media releases in various European languages. Media articles, opinion articles and interviews were released by leading media outlets from various European countries.

A variety of promotional tools were produced and widely disseminated.

List of deliverables:
1) Online Outputs
2) Media Outputs
3) Promotional Outputs
4) Outreach
1) Online Outputs

a) Europa Nostra Website

The [Europe Nostra website](http://www.europeanostra.org) is one of the main channels for communicating the activities and results as well as sharing knowledge and best practices related to the Agora network project. News items and events as well as relevant information and documents were regularly posted. The homepage, including the action buttons, was updated regularly, spotlighting important calls, announcements and information, such as the European Cultural Heritage Summit, the Prague Manifesto, the 7 Most Endangered heritage sites in Europe for 2022 and the crowdfunding campaign to support the defenders of Ukraine’s endangered cultural heritage.

- The Europa Nostra website attracted **117,728 visitors** and obtained **508,979 page views** (15/12)
• **62 news items** related to the Agora network project were produced and published:
  www.europanostra.org/tag/europa-nostra-agora

• A **new website section** dedicated to the *Prague Summit* – including general information, the programme, the links to follow the livestream of the main events, the online registration and the partners – was created and published on the Europa Nostra website, and regularly updated:
  www.europanostra.org/european-heritage-summit

• A **new website section** dedicated to *Youth* – featuring information about Europa Nostra’s youth-related activities, events and news as well as our contribution to the European Year of Youth – was created and regularly updated:
  www.europanostra.org/get-involved/youth

• The **Milestones webpage** was re-resigned and updated:
  www.europanostra.org/about-us/milestones

b) **Agora Platform**

An engaging *visual identity and logo for the Agora* project, which represent the ‘Agora’ concept itself and the notion of cooperation in public space, were created and promoted through our online communication channels, targeting at least 30,000 people.

In the project's key visual (*see cover image*), the abstract shape of the Agora represents ‘participation’ and ‘networking’. The gramophone horn/tube represents ‘campaigning and raising awareness’; the funnel represents ‘collecting and analysing data’; the earlobe represents ‘gaining experience’ and ‘receiving education’; and the open flower represents ‘communication’ and ‘dissemination’.

The project’s logo (*see image below*) focuses on the word AGORA and on the circulation of ideas and peoples. The resemblance to the iconic recycling symbol represents ‘adaptive reuse’ (the letter ‘A’ is reused), while the graphs represent ‘research’ and ‘management’.

![Agora Logo](image.png)
The Agora online platform (www.europanostra.org/agora) was developed and regularly updated. It features relevant information, all the news, the main outcomes and the latest developments related to the project as well as a section to interact and share information, data and best practices through social media.

Work Packages

The Agora network project is composed of 7 Work Packages, each being divided into sub-activities, and all of them being closely interrelated. These shall be implemented in an effective and consistent manner throughout the 3-year project timeframe to mutually support their achievements.

1. Project Management and Coordination
   Project Implementation Team
   Monitoring & Advisory Committee
2. Networking of Organisations and Individuals throughout Europe and beyond
   European Cultural Heritage Summits
   Sub-networks for heritage: #Women4Heritage | #Youth4Heritage | #World4Heritage
3. Training and Providing Advice to Professionals
   European Heritage Masterclasses
   European Heritage Youth Residencies
4. Representing the Sectors and Advocating on their behalf on Key Sectoral Issues
   European Heritage Alliance
   Thematic working groups
5. Collecting and Disseminating Data, Information, Practices, Ideas and Solutions
   Heritage consultations
6. Communication and Dissemination
   Online communication and social media
   Media campaigns
   Promotional campaigns
7. Campaigning for Saving Heritage in Danger in and beyond Europe
   Awareness raising via the 7 Most Endangered Programme
   Other heritage at risk campaigns
c) **Social Media**

Europa Nostra made extensive use of social media to ensure the wide dissemination of the project’s activities and results.

- **870 social media messages**, accompanied by appealing photo and video material, were prepared and published.

- Europa Nostra reached **17,100 followers** on Twitter and **20,383 followers** on Facebook.
d) **Digital Newsletters and Special Announcements**

- **4 Digital Newsletters** – containing varied information on the Agora network project and other related activities as well as key European and international heritage-related initiatives and developments – were produced and disseminated, reaching some 5,000 people each:
  - *Spring Newsletter* (14/09/2022)
  - *Summer Newsletter* (15/07/2022)
  - *Prague Summit Newsletter* (30/09/2022)
  - *Autumn Newsletter* (16/12/2022)

- **14 Digital Special Announcements** were produced, published on the Europa Nostra website and disseminated, reaching some 5,000 people each:
  - *Europa Nostra presents the Prague Manifesto “For a Value-based and Culture-driven Europe”* (05/10/2022)
  - *WATCH LIVE | European Heritage Policy Debate in Prague today* (27/09/2022)
  - *Register Now | 2022 European Cultural Heritage Summit | Prague* (22/08/2022)
  - *Oksana Lyniv, renowned conductor from Ukraine, wins Helena Vaz da Silva European Award 2022* (08/07/2022)
  - *7 Most Endangered Programme 2023: Call for Nominations open* (08/06/2022)
  - *Czech Ministry of Culture and Europa Nostra strengthen cooperation in the frame of the 2022 Summit in Prague* (03/06/2022)
  - *Athens will host Europa Nostra Heritage Hub for South Eastern Europe and Eastern Mediterranean* (01/06/2022)
  - *Follow Live “ALPHA MISSION – AELOS & The [uncertain] Four Seasons” Concert from Delos* (30/05/2022)
  - *Cecilia Bartoli, world-famous opera star, appointed as new President of Europa Nostra* (20/05/2022)
  - *Europa Nostra Council adopts statements on the alarming situation in Ukraine and on the outcomes of the Conference on the Future of Europe* (13/05/2022)
  - *The Europa Nostra Heritage Hub for Central and Eastern Europe will be based in Kraków* (09/05/2022)
  - *Europa Nostra and EIB Institute announce Europe’s 7 Most Endangered Heritage Sites 2022* (29/03/2022)
  - *Crowdfunding campaign to support the defenders of Ukraine’s endangered heritage launched by Europa Nostra and Global Heritage Fund* (18/03/2022)
  - *Europa Nostra stands in solidarity with Ukraine* (24/02/2022)
2) Media Outputs

Media campaigns to raise public visibility of the project’s core activities, in particular the European Cultural Heritage Summit and the initiatives aimed at saving heritage in danger in and beyond Europe, were developed and implemented.

e) Media Releases

- **27 Media Releases** in English and other European languages related to the Agora network project were published on the Europa Nostra website and widely disseminated:
  - Europa Nostra presents the Prague Manifesto “For a Value-based and Culture-driven Europe” (05/10/2022) (English)
  - Prague hosts European Cultural Heritage Summit on 25-27 September (15/09/2022) (English)
  - Oksana Lyniv, renowned conductor from Ukraine, wins Helena Vaz da Silva European Award 2022 (08/07/2022) (English - Portuguese)
  - Czech Ministry of Culture and Europa Nostra strengthen cooperation in the frame of the 2022 Summit in Prague (03/06/2022) (English - Czech)
  - Athens will host Europa Nostra Heritage Hub for South Eastern Europe and Eastern Mediterranean (01/06/2022) (English - Greek)
  - Cecilia Bartoli, world-famous opera star, appointed as new President of Europa Nostra (20/05/2022) (English - French - Italian - Portuguese - Spanish)
  - Europa Nostra Council adopts statements on the alarming situation in Ukraine and on the outcomes of the Conference on the Future of Europe (13/05/2022) (English)
  - The Europa Nostra Heritage Hub for Central and Eastern Europe will be based in Kraków (09/05/2022) (English - Polish)
  - Europa Nostra and EIB Institute announce Europe’s 7 Most Endangered Heritage Sites 2022 (29/03/2022) (English, Zogu Bridge - Albanian, Récollets Convent - Dutch & French, La Butte Rouge - French, Stolberg - German, Neptune Baths - Romanian, Orléans-Borbón Palace - Spanish, Crèvecoeur Fortress - Dutch)
  - Crowdfunding campaign to support the defenders of Ukraine’s endangered heritage launched by Europa Nostra and Global Heritage Fund (18/03/2022) (English)
  - Europa Nostra stands in solidarity with Ukraine (24/02/2022) (English)

f) Media Articles

- At least **250 articles** related to the Agora project’s activities were posted online, printed or broadcast across **18 countries**, namely Albania, Belgium, Bulgaria, Czechia, France, Germany, Greece, Italy, Kosovo*, the Netherlands, Poland, Portugal, Romania, Serbia, Slovenia, Spain, Ukraine and the United Kingdom. A non-exhaustive overview of online, printed and broadcast articles (with best pieces highlighted) is made available [here](#) and the end of this report.

  - The project’s activities were reported primarily by **online** newspapers, magazines and news websites (222 pieces). Website articles were followed by **broadcast articles** (23 pieces) and **printed articles** (5 pieces).
- **Serbia** (31 pieces), **Albania** (29 pieces) and **Spain** (28 pieces) had the highest levels of media coverage. **Portugal** was fourth in the ranking (25 pieces), followed by **Romania** (23 pieces), **Germany** (18 pieces) and **Ukraine** (12 pieces).

- Among the main media outlets to report on the Agora project’s activities were:

  **European broadcaster **Euronews**

  **World Heritage Day: These are the 7 most endangered heritage sites in Europe**

  **International organisations come together to protect Ukrainian Cultural Heritage**

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International organisations come together to protect Ukrainian Cultural Heritage

![UNESCO protected Chernivtsi University in Chernivtsi, a city of 250,000 in southwestern Ukraine](https://i.imgur.com/3Q5Q5Q5.png)

By Jez Fielder • Updated: 18/03/2022

Europa Nostra and Global Heritage Fund have just launched a joint crowdfunding campaign to support the defenders of Ukraine’s endangered heritage.

The campaign aims to help those working in the cultural heritage world as well as those who have been rendered refugees in their escape from Russian aggression.

Donations can be made via the **Global Heritage Fund website** or the **Europa Nostra website**.

"Today, the rich and diverse heritage in Ukraine is THE most endangered heritage in the whole of Europe," Snežka Quaedvlieg-Mihailović, Secretary-General of Europa Nostra said in a press release on Friday.

Nada Hosking, Global Heritage Fund Executive Director, followed up with a warning that cultural destruction is "often a desperate attempt to erase collective history and identity."
National media outlets

Albania’s national TV stations ABC News, Euronews Albania, Ora News, RTSH and Vizion Plus
Belgium’s national broadcaster RTBF and national daily newspaper Le Soir
Bulgaria’s national broadcaster BNR, national newspaper 24 Chasa and national news agency BTA
Czechia’s Radio Prague International
France’s national newspaper Le Parisien
Germany’s national broadcasters Deutsche Welle and WDR
Greece’s national TV station ERT and national daily newspaper Kathimerini
Portugal’s national TV station RTP Noticias, national radio stations Rádio Renascença and TSF, and national newspapers Expresso, Publico and Diario de Noticias
Romania’s national newspaper Adevarul and news website Gandul
Serbia’s national TV stations Euronews Serbia, N1 and RTS, and national daily newspapers Blic, Danas and Politika
Spain’s national TV station RNE and national daily newspaper ABC
Ukraine’s national news agency UKRINFORM
The Art Newspaper
Unesco under pressure to pull world heritage meeting from Russia

The Economist
(read article below)
a) Opinion Articles and Interviews

- 6 opinion articles and extended interviews were prepared and released, including:
  - Opinion article entitled “In Solidarity with Citizens and Heritage Defenders in Ukraine” by Europa Nostra’s Executive President and Secretary General published on the Agora platform and sent to all the subscribers of our newsletter (14/04/2022) (in English)
  - Opinion article entitled “Oksana Lyniv” focusing on the power of culture and heritage to promote a more peaceful and cohesive Europe, written by a Jury Member of the Helena Vaz da Silva European Award, co-organised by Europa Nostra, published by national daily newspaper Diario de Noticias, Portugal (12/07/2022) (in Portuguese)
  - Opinion article entitled “European Cultural Heritage Summit 2022 makes a strong plea for a Value-based and Culture-driven Europe” by Europa Nostra’s Executive President and Secretary General published on the Agora platform and sent to all the subscribers of our newsletter (30/09/2022) (in English)
  - Extended television interview with the Secretary General of Europa Nostra, revolving around the mission and work of the organisation, broadcast by the regional broadcaster Radio-Television of Vojvodina, Serbia (24/10/2022) (in Serbian)
  - Extended interview (online version & printed version) with the Secretary General of Europa Nostra, entitled “Together We Can Move Mountains”, focusing on the mission and work of the organisation, published by Cord Magazine, Serbia (02/11/2022) (in English)
  - Opinion article entitled “Farewell to a Year of Turmoil and Resolute Action | Welcome to our 60th Anniversary Year” by Europa Nostra’s Executive President and Secretary General published on the Agora platform and sent to all the subscribers of our newsletter (16/12/2022) (in English)
3) Promotional Outputs

A variety of promotional tools, such as booklets, banners, e-banners, posters, photo albums and videos, targeting at least 30,000 people, were produced.

An appealing Summit visual identity was created and nicely incorporated into all the Summit promotional material, including printed posters, roll up banners and badges; digital programme booklets, newsletters, banners and slides; videos and the website.

The Summit visual identity first drew inspiration from the art of Bohemian glass and crystal making, with its rich past and lively present – an important element of Czechia’s and Europe’s cultural heritage. This materialised here in the shape of a complex rosette that points to the universal notion of perfection and beauty.

- 5 digital publications were produced and published:
  - European Heritage Summit Programme Booklet
  - European Heritage Policy Agora Programme Booklet
  - Prague Manifesto “For a Value-based and Culture-driven Europe”
  - Europa Nostra Strategic Plan: Horizon 2025
  - Europa Nostra Annual Report 2021

- at least 40 e-banners were created and disseminated via the Europa Nostra website, digital newsletters and social media channels;

- at least 21 photo albums were published on Flickr and disseminated via the Europa Nostra website, digital newsletters and social media channels; and
• at least **44 videos** were produced and published both on YouTube and Vimeo, and disseminated via the Europa Nostra website, digital newsletters and social media channels.

4) Outreach

Europa Nostra organised and/or actively contributed to at least 75 heritage-related events and meetings (online, physical or hybrid format) held by stakeholders and the EU Institutions across Europe. News items about the most important events and meetings were produced and published on the Europa Nostra website, including:

- Europa Nostra’s New European Bauhaus Taskforce to focus on the “beauty pillar” of the NEB
- Europa Nostra steps up its partnership with the Delphi Economic Forum
- Europa Nostra’s President Cecilia Bartoli meets high delegation of the European Investment Bank and its Institute
- Europa Nostra participates at LABINA event at the European Parliament
- Winners of Destination of Sustainable Cultural Tourism Awards 2022 celebrated in Krk, Croatia
- Europa Nostra participates in the final event of the MUSA project in Brussels
- Europa Nostra/European Investment Bank Institute Visit to Kosovo*
- Europa Nostra and Climate Heritage Network organise two heritage-related events within the World Urban Forum in Katowice
- Europa Nostra addresses Euro-Mediterranean Ministers of Culture at first Culture Ministerial meeting of the EU-Southern Partnership in Naples
- New European Bauhaus Festival: Europa Nostra organises inspiring side-event in Brussels
- New European Bauhaus Festival: Europa Nostra contributes to 5 sessions and side events
- Plácido Domingo hands over the Presidency of Europa Nostra to Cecilia Bartoli in Salzburg
- Europa Nostra promotes a European Philanthropy Coalition for Culture and Cultural Heritage at Philea Forum in Barcelona
- Europa Nostra concludes the 3-year European project ILUCIDARE with a lively event in Brussels and online
- Europa Nostra contributes to Erasmus Generation Meeting 2022 in Porto, Portugal
- Europa Nostra participates as content partner in the Delphi Economic Forum, Greece
- Civil Society in Action for Ukraine’s Endangered Heritage
- Our Honorary President Plácido Domingo participates in launch event of Network of Houses and Museums of European Musicians in Bougival
- EU French Presidency Conference: Europa Nostra moderates session on heritage as a vector of peace and cohesion
- Europa Nostra contributes to UNESCO International Coordination Meeting for Emergency Response for Culture in Ukraine
- Europa Nostra: 2022 Session of the World Heritage Committee cannot be chaired by Russia and cannot take place in Kazan
- Europa Nostra’s NEB Taskforce advocates a peace and dialogue-oriented approach to the New European Bauhaus
- Third edition of the Annual Policy Conversation “A Cultural Deal for Europe” held successfully
- Europa Nostra and ALIPH join forces for the Protection of Heritage in Conflict Areas
**EUROPA NOSTRA'S NETWORK PROJECT EUROPEAN CULTURAL HERITAGE AGORA 2022**

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>MEDIA</th>
<th>WORK PACKAGE (WP)</th>
<th>HEADLINE</th>
<th>LANGUAGE</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albania</td>
<td>Albanian Daily News</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Dos Report on Religious Freedom in Albania, Kosovo</td>
<td>Albanian</td>
<td>02/06/2022</td>
</tr>
<tr>
<td>Albania</td>
<td>Citizens Channel</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Europa Nostra rendit 'Uren e Zagut' në listën e 7 monumenteve më të rrezikuara në 2022</td>
<td>Albanian</td>
<td>30/03/2022</td>
</tr>
<tr>
<td>Albania</td>
<td>EuroNews Albania</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Ura e Zagut dhe hartur, në një të ndihmëri për nëspërmjet e gjindjes</td>
<td>Albanian</td>
<td>04/06/2022</td>
</tr>
<tr>
<td>Albania</td>
<td>Focus Albania</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Europa Nostra përsëndit Uren e Midhit me 7 monumente në rezoi</td>
<td>Albanian</td>
<td>29/03/2022</td>
</tr>
<tr>
<td>Albania</td>
<td>Gazeta Si</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Ura e Zagut po vde. Ministria e Kultures eithe varrimshja e sip</td>
<td>Albanian</td>
<td>16/04/2022</td>
</tr>
<tr>
<td>Albania</td>
<td>Gazeta Telegraf</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Albert F. Zhili: &quot;Protestë&quot; me poezi për Uren e Zagut</td>
<td>Albanian</td>
<td>31/03/2022</td>
</tr>
<tr>
<td>Albania</td>
<td>Gazeta Express</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Udalman Manastirin dhe Decani në monument të rrezikuar, Europa Nostra zbarkon vete në Kosovë</td>
<td>Albanian</td>
<td>07/04/2022</td>
</tr>
<tr>
<td>Albania</td>
<td>Kaliko</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Ura e Zagut në Shqipëri në mesin e 7 monumenteve më të rrezikuara në Europë për vitin 2022</td>
<td>Albanian</td>
<td>13/03/2022</td>
</tr>
<tr>
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<td>Konicha</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Brazhikan shembjen Ura e Zagut</td>
<td>Albanian</td>
<td>03/03/2022</td>
</tr>
<tr>
<td>Albania</td>
<td>NEWS Albania</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Nga lnder Hjat: Aktivitet i rallë sensibilizues!</td>
<td>Albanian</td>
<td>30/03/2022</td>
</tr>
<tr>
<td>Albania</td>
<td>Panorama</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Europa Nostra ka publikuar dot listët e 7 Marrinë vitae më të rrezikuara në Europë për vitin 2022, ku mes tyre është edhe</td>
<td>Albanian</td>
<td>29/03/2022</td>
</tr>
<tr>
<td>Albania</td>
<td>Revista Monitor</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Z rendet më të rrezikuara të trashqignesh në Europë</td>
<td>Albanian</td>
<td>19/04/2022</td>
</tr>
<tr>
<td>Albania</td>
<td>Rruga Press</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Ura e Zagut në mesin e 7 monumenteve më të rrezikuara në Europë për vitin 2022</td>
<td>Albanian</td>
<td>31/03/2022</td>
</tr>
<tr>
<td>Albania</td>
<td>Shipp</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Delegacioni i &quot;Europa Nostra&quot; viziton Manastirin e Deçanit, të cilm e kishin futur në listën e monumenteve më të rrezikuara në Europë</td>
<td>Albanian</td>
<td>06/07/2022</td>
</tr>
<tr>
<td>Albania</td>
<td>SOT</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Zogu Bridge in the list of 7 most endangered monuments in Europe for 2022</td>
<td>English</td>
<td>09/03/2022</td>
</tr>
<tr>
<td>Albania</td>
<td>SOT</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Heritage specialists: Cultural monuments, which are most endangered, must be intervened to save them from destruction</td>
<td>English</td>
<td>06/04/2022</td>
</tr>
<tr>
<td>Albania</td>
<td>Standard</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>&quot;Europa Nostra&quot; nge alarin për Uren e Zagut po dëmbetët</td>
<td>Albanian</td>
<td>30/03/2022</td>
</tr>
<tr>
<td>Albania</td>
<td>The Best of Larissa</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Europa Nostra dhe EIB Institute announce Europe's 7 Most Endangered heritage sites 2022</td>
<td>English</td>
<td>01/04/2022</td>
</tr>
<tr>
<td>Belgium</td>
<td>BRP</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Nach hochwasser Stoiberg zählt zu den am starksten bedrohten Kulturerbe-Stritten</td>
<td>German</td>
<td>04/01/2022</td>
</tr>
<tr>
<td>Belgium</td>
<td>CatholBel</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Le couvert des Récollets de Nivelles dans la liste des 7 sites européens les plus menacés</td>
<td>French</td>
<td>30/03/2022</td>
</tr>
<tr>
<td>Belgium</td>
<td>L'Avenir</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Ancien couvert des Récollets à Nivelles: la Ville renvoie vers Luxen, propriétaire du site</td>
<td>French</td>
<td>28/05/2022</td>
</tr>
<tr>
<td>Belgium</td>
<td>Le Soir</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Les Récollets à Nivelles parmi les monuments européens les plus menacés</td>
<td>French</td>
<td>29/03/2022</td>
</tr>
<tr>
<td>Belgium</td>
<td>MYBP</td>
<td>WP6: Communication and dissemination</td>
<td>Cecilia Bartoli nominated to presidency of Europa Nostra, federation européenne du patrimoine culturel</td>
<td>French</td>
<td>29/03/2022</td>
</tr>
<tr>
<td>Belgium</td>
<td>MYBP</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Le couvert des Récollets de Nivelles parmi les 7 sites les plus en danger d'Europe</td>
<td>French</td>
<td>29/03/2022</td>
</tr>
<tr>
<td>Belgium</td>
<td>SudInfo</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Nivelles: les Récollets parmi les sept sites les plus menacés d'Europe</td>
<td>French</td>
<td>29/03/2022</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>SkaM1</td>
<td>WP2: Networking of Organisations and Individuals (Summit)</td>
<td>Възка кандидатства за културно наследство Европа Ностра Сръд лауреати – „Реките на София“</td>
<td>Bulgarian</td>
<td>27/09/2022</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>Bulgaria</td>
<td>WP2: Networking of Organisations and Individuals (Summit)</td>
<td>Европейската инициатива „Реките на София“ е възкана кандидатства за културно наследство</td>
<td>Bulgarian</td>
<td>27/09/2022</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>BTV</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Nursery of the European Heritage Agora 2022</td>
<td>Bulgarian</td>
<td>27/09/2022</td>
</tr>
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<td>BTV</td>
<td>WP2: Networking of Organisations and Individuals (Summit)</td>
<td>Направена &quot;Реките на София&quot; за окаяване на европейското културно наследство</td>
<td>Bulgarian</td>
<td>27/09/2022</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>BTA</td>
<td>WP2: Networking of Organisations and Individuals (Summit)</td>
<td>Българската инициатива &quot;Реките на София&quot; е сред лауреатите на европейските награди за наследството 2022 г.</td>
<td>Bulgarian</td>
<td>27/09/2022</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>Creative Europe</td>
<td>WP2: Networking of Organisations and Individuals (Summit)</td>
<td>ИНИЦИАТИВА &quot;РЕКИТЕ НА СОФИЯ&quot; ОТ БЪЛГАРИЯ Е СРЕД ЛАУРЕАТИТЕ НА ПРЕСТЪНКИТЕ ЕВРОПЕЙСКИТЕ НАГРАДИ</td>
<td>Bulgarian</td>
<td>27/09/2022</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>Smer</td>
<td>WP2: Networking of Organizations and Individuals (Summit)</td>
<td>Реките на София: присъстват на европейските награди за наследството 2022</td>
<td>Bulgarian</td>
<td>28/09/2022</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>topNowini</td>
<td>WP2: Networking of Organizations and Individuals (Summit)</td>
<td>Българска инициатива &quot;Реките на София&quot;</td>
<td>Bulgarian</td>
<td>27/09/2022</td>
</tr>
<tr>
<td>Czechia</td>
<td>Czech Presidency</td>
<td>WP2: Networking of Organizations and Individuals (Summit)</td>
<td>Evropsky summit kulturního dědictví</td>
<td>Czech</td>
<td>15/09/2022</td>
</tr>
<tr>
<td>Czechia</td>
<td>eMuseum</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>European Cultural Heritage Summit 2022</td>
<td>Czech</td>
<td>15/09/2022</td>
</tr>
<tr>
<td>Czechia</td>
<td>Eurokop</td>
<td>WP2: Networking of Organizations and Individuals (Summit)</td>
<td>Evropsky summit kulturního dědictví</td>
<td>Czech</td>
<td>26/09/2022</td>
</tr>
<tr>
<td>Czechia</td>
<td>Kreativni Evropa</td>
<td>WP2: Networking of Organizations and Individuals (Summit)</td>
<td>Summit evropského kulturního dědictví</td>
<td>Czech</td>
<td>15/09/2022</td>
</tr>
<tr>
<td>Czechia</td>
<td>Radio Prague International</td>
<td>WP2: Networking of Organizations and Individuals (Summit)</td>
<td>Gala für Kulturbel in Prag eröffnet</td>
<td>German</td>
<td>25/09/2022</td>
</tr>
<tr>
<td>European</td>
<td>BalkanKnight</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Abhono god, European Heritage Network, Argue Over Orthodox Monastery</td>
<td>English</td>
<td>14/07/2022</td>
</tr>
<tr>
<td>European</td>
<td>Charter Alliance</td>
<td>WP2: Networking of Organisations and Individuals (Summit)</td>
<td>Europa Nostra Releases Its New 2022 Prague Manifesto: &quot;For A Value Based And Culture-Driven Europe&quot;</td>
<td>English</td>
<td>05/10/2022</td>
</tr>
<tr>
<td>European</td>
<td>European Heritage Tribune</td>
<td>WP2: Networking of Organizations and Individuals (Summit)</td>
<td>Eurokultura EU Council: &quot;Preciosos de emplegos de verdaderi! dzien jovens profesionals del patrimonio&quot;</td>
<td>Portuguese</td>
<td>28/09/2022</td>
</tr>
<tr>
<td>European</td>
<td>European Heritage Tribune</td>
<td>WP2: Networking of Organizations and Individuals (Summit)</td>
<td>“We need real jobs!” say young professionals in heritage</td>
<td>English</td>
<td>28/09/2022</td>
</tr>
<tr>
<td>European</td>
<td>European Heritage Tribune</td>
<td>WP2: Networking of Organizations and Individuals (Summit)</td>
<td>Новогодишни бона де васа, емпнош по лауреатите на Европейските награди</td>
<td>French</td>
<td>26/09/2022</td>
</tr>
<tr>
<td>European</td>
<td>European Heritage Tribune</td>
<td>WP2: Networking of Organizations and Individuals (Summit)</td>
<td>Wir brauchen echte jobs! sagen junge fachleute im kulturerbe</td>
<td>German</td>
<td>28/09/2022</td>
</tr>
</tbody>
</table>
Romania
Romania
Romania
Romania
Romania
Romania
Serbia
Serbian Daily
30/09/2022
Serbian
WP6: Communication and dissemination
WP7: Campaigning for saving heritage in danger (7 Most)

Dijana Milošević dobila nagradu u Portugaliji
Dijana Milošević primila priznanje "Helena Vaz de Silva"

WP7: Campaigning for saving heritage in danger (7 Most)

Serbia
WP6: Communication and dissemination (HVS Award)

Dijana Milošević: Evropske vrednosti treba braniti od desničara
Dijana Milošević: Evropske vrednosti treba braniti od desničara

WP6: Communication and dissemination (HVS Award)

Spanish
WP7: Campaigning for saving heritage in danger (Ukraine)

"Zajedno možemo promeniti Sve(t)"

WP7: Campaigning for saving heritage in danger (7 Most)

Spanish
CorD Magazine
Dijana Milošević dobila nagradu u Portugaliji
Dijana Milošević primila priznanje "Helena Vaz de Silva"

WP6: Communication and dissemination (HVS Award)

Diario de Cadiz
El Palacio de Orleans-Borbón de Sanlúcar de Barrameda, entre los siete monumentos más amenazados de Europa

WP7: Campaigning for saving heritage in danger (7 Most)

Spanish
Moja Srbija
Dijana Milošević dobila nagradu u Portugaliji
Dijana Milošević primila priznanje "Helena Vaz de Silva"

WP6: Communication and dissemination (HVS Award)

Spanish
ABC
Dijana Milošević dobitnica prestižne nagrade HVS Award

WP6: Communication and dissemination (HVS Award)

Spanish
ABC
Dijana Milošević: Evropske vrednosti treba braniti od desničara

WP6: Communication and dissemination (HVS Award)

Spanish
20/05/2022
Băile Neptun, pe lista celor mai periclitate șapte monumente din Europa

WP7: Campaigning for saving heritage in danger (7 Most)

Spanish
ABC
Dijana Milošević dobila nagradu u Portugaliji

WP6: Communication and dissemination (HVS Award)

Spanish
ABC
Dijana Milošević: Evropske vrednosti treba braniti od desničara

WP6: Communication and dissemination (HVS Award)

Spanish
ABC
Dijana Milošević: Evropske vrednosti treba braniti od desničara

WP6: Communication and dissemination (HVS Award)

Spanish
ABC
Dijana Milošević: Evropske vrednosti treba braniti od desničara

WP6: Communication and dissemination (HVS Award)

Spanish
ABC
Dijana Milošević: Evropske vrednosti treba braniti od desničara

WP6: Communication and dissemination (HVS Award)

Spanish
ABC
Dijana Milošević: Evropske vrednosti treba braniti od desničara

WP6: Communication and dissemination (HVS Award)

Spanish
ABC
Dijana Milošević: Evropske vrednosti treba braniti od desničara

WP6: Communication and dissemination (HVS Award)

Spanish
ABC
Dijana Milošević: Evropske vrednosti treba braniti od desničara

WP6: Communication and dissemination (HVS Award)

Spanish
ABC
Dijana Milošević: Evropske vrednosti treba braniti od desničara

WP6: Communication and dissemination (HVS Award)

Spanish
ABC
Dijana Milošević: Evropske vrednosti treba braniti od desničara

WP6: Communication and dissemination (HVS Award)

Spanish
ABC
Dijana Milošević: Evropske vrednosti treba braniti od desničara

WP6: Communication and dissemination (HVS Award)

Spanish
ABC
Dijana Milošević: Evropske vrednosti treba braniti od desničara

WP6: Communication and dissemination (HVS Award)

Spanish
ABC
Dijana Milošević: Evropske vrednosti treba braniti od desničara

WP6: Communication and dissemination (HVS Award)

Spanish
ABC
Dijana Milošević: Evropske vrednosti treba braniti od desničara

WP6: Communication and dissemination (HVS Award)

Spanish
ABC
Dijana Milošević: Evropske vrednosti treba braniti od desničara

WP6: Communication and dissemination (HVS Award)

Spanish
ABC
Dijana Milošević: Evropske vrednosti treba braniti od desničara

WP6: Communication and dissemination (HVS Award)

Spanish
ABC
Dijana Milošević: Evropske vrednosti treba braniti od desničara

WP6: Communication and dissemination (HVS Award)

Spanish
ABC
Dijana Milošević: Evropske vrednosti treba braniti od desničara

WP6: Communication and dissemination (HVS Award)

Spanish
ABC
Dijana Milošević: Evropske vrednosti treba braniti od desničara

WP6: Communication and dissemination (HVS Award)

Spanish
ABC
Dijana Milošević: Evropske vrednosti treba braniti od desničara

WP6: Communication and dissemination (HVS Award)

Spanish
ABC
Dijana Milošević: Evropske vrednosti treba braniti od desničara

WP6: Communication and dissemination (HVS Award)

Spanish
ABC
Dijana Milošević: Evropske vrednosti treba braniti od desničara

WP6: Communication and dissemination (HVS Award)

Spanish
Uno de los siete monumentos y sitios patrimoniales más amenazados de Europa está en Sanlúcar

El Ministerio de Cultura checo y Europa Nostra fortalecen la cooperación en el marco de la Cumbre de 2022 en Praga

Cecilia Bartoli, designada nueva presidenta de Europa Nostra

El Palacio de Orleans-Borbón en Sanlúcar, entre los siete monumentos más amenazados de Europa

Sanlúcar rechaza que el Palacio de Orleans sea uno de los más amenazados de Europa

El Palacio de Orleans-Borbón en Sanlúcar, entre los siete monumentos más amenazados de Europa

Sanlúcar rechaza que el Palacio de Orleans sea uno de los más amenazados de Europa

La Voz del Sur

WP7: Campaigning for saving heritage in danger (7 Most)

Patrimonio Actual

WP2: Networking of Organisations and Individuals (Summit)

The Objective

WP7: Campaigning for saving heritage in danger (7 Most)

Viva Sevilla

WP7: Campaigning for saving heritage in danger (7 Most)

El Palacio de Orleans-Borbón en Sanlúcar, entre los siete monumentos más amenazados de Europa

Servimedia

WP6: Communication and dissemination

Platea Magazine

WP6: Communication and dissemination

Viva Sevilla

WP7: Campaigning for saving heritage in danger (7 Most)

El Palacio de Orleans-Borbón en Sanlúcar, entre los siete monumentos más amenazados de Europa

Vivajaen

WP7: Campaigning for saving heritage in danger (7 Most)

El Palacio de Orleans-Borbón en Sanlúcar, entre los siete monumentos más amenazados de Europa

Istpravda

WP2: Networking of Organisations and Individuals (Summit)

UKRINFORM

WP2: Networking of Organisations and Individuals (Summit)

UKRINFORM

WP2: Networking of Organisations and Individuals (Summit)

UKRINFORM

WP2: Networking of Organisations and Individuals (Summit)

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WP2: Networking of Organisations and Individuals (Summit)

UKRINFORM

WP2: Networking of Organisations and Individuals (Summit)

UKRINFORM

WP2: Networking of Organisations and Individuals (Summit)

UKRINFORM

WP6: Communication and dissemination (HVS Award & Ukraine)

Vechirniy

WP2: Networking of Organisations and Individuals (Summit)

Maidan Museum

WP2: Networking of Organisations and Individuals (Summit)

United Kingdom

WP2: Networking of Organisations and Individuals (Summit)
<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>MEDIA</th>
<th>TYPE OF MEDIA</th>
<th>WORK PACKAGE (WP)</th>
<th>HEADLINE</th>
<th>LANGUAGE</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albania</td>
<td>ABC News</td>
<td>National TV Station</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>VETTING - Rënia e Urave</td>
<td>Albanian</td>
<td>09/04/2022</td>
</tr>
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<td>Albania</td>
<td>Euronews Albania</td>
<td>National TV Station</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Ura e Zogut e harruar: Europa Nostra do të sjellë inxhinierë për të inspektuar gjendjen</td>
<td>Albanian</td>
<td>15/04/2022</td>
</tr>
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<td>Albania</td>
<td>Klan News</td>
<td>National TV Station</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Pak jet qi ura e Zogul</td>
<td>Albanian</td>
<td>30/03/2022</td>
</tr>
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<td>Albania</td>
<td>Report TV</td>
<td>National TV Station</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Pasamju po kërkojmë ndjekur për të mbrojtur urën e Zogut</td>
<td>Albanian</td>
<td>10/03/2022</td>
</tr>
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<td>HTR</td>
<td>National TV Station</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Po kërkojmë ndjekur për të mbrojtur urën e Zogut</td>
<td>Albanian</td>
<td>30/03/2022</td>
</tr>
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<td>Albania</td>
<td>TV Sia</td>
<td>National TV Station</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Ura e Zogut 1 Nga 7 Monumentet Me Te Rrezikura Ne Europe</td>
<td>Albanian</td>
<td>31/03/2022</td>
</tr>
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<td>Albania</td>
<td>Ora News</td>
<td>National TV Station</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>&quot;Europa Nostra&quot; ngre alarmin për Urën e Zogut që po dëmtohet</td>
<td>Albanian</td>
<td>30/03/2022</td>
</tr>
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<td>Albania</td>
<td>Report TV</td>
<td>National TV Station</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Pasamju po kërkojmë ndjekur për të mbrojtur urën e Zogut</td>
<td>Albanian</td>
<td>10/03/2022</td>
</tr>
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<td>Albania</td>
<td>RTSH</td>
<td>National TV Station</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>&quot;Ura e Zogut&quot; në 7 Monumentet e kulturnës</td>
<td>Albanian</td>
<td>04/04/2022</td>
</tr>
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<td>Albania</td>
<td>Syri-TV</td>
<td>National TV Station</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Mbrëmje poetike në Urën e Zogut, aktivitit u zhvillua nga 'Europa Nostra'</td>
<td>Albanian</td>
<td>31/03/2022</td>
</tr>
<tr>
<td>Albania</td>
<td>TV Lezha</td>
<td>National TV Station</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Ura E Zogut Mes Shkaterrimit Dhe Letersise</td>
<td>Albanian</td>
<td>30/03/2022</td>
</tr>
<tr>
<td>Albania</td>
<td>Vizion Plus</td>
<td>National TV Station</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>&quot;Ura e Zogut&quot; drejt shembjes/ Lumi i rrëmbyer dëmton rëndë monumentin e kulturës - Vizion Plus</td>
<td>Albanian</td>
<td>18/04/2022</td>
</tr>
<tr>
<td>Germany</td>
<td>WDR 1</td>
<td>National Radio Station</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Stolberg - eine der meist gefährdeten Kulturerbestätten Europas</td>
<td>German</td>
<td>30/03/2022</td>
</tr>
<tr>
<td>Greece</td>
<td>ERT</td>
<td>National TV Station</td>
<td>WP2: Networking of Organisations and Individuals (Summit)</td>
<td>Συνόδου Κορυφής για την Πολιτιστική Κληρονομιά</td>
<td>Greek</td>
<td>26/09/2022</td>
</tr>
<tr>
<td>Portugal</td>
<td>Radio Renascença</td>
<td>National Radio Station</td>
<td>WP7: Campaigning for saving heritage in danger (Ukraine)</td>
<td>&quot;O património ucraniano é hoje o mais ameaçado da Europa&quot;</td>
<td>Portuguese</td>
<td>10/03/2022</td>
</tr>
<tr>
<td>Romania</td>
<td>Info CS</td>
<td>Regional TV Station</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Printul Nicolae, unul dintre cele mai periculoase monumente din Europa</td>
<td>Romanian</td>
<td>01/04/2022</td>
</tr>
<tr>
<td>Serbia</td>
<td>Blic</td>
<td>National Newspaper</td>
<td>WP6: Communication and dissemination (HVS Award)</td>
<td>Dijana Milošević, redateljka i umetničkoj direktorki DAH Teatra specijalno priznanje Helena Vaz de Silva</td>
<td>Serbian</td>
<td>20/11/2022</td>
</tr>
<tr>
<td>Serbia</td>
<td>Euronews Serbia</td>
<td>National TV Station</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Băile Neptun, în topul celor mai periclitate 7 situri de patrimoniu din Europa în 2022</td>
<td>Romanian</td>
<td>05/04/2022</td>
</tr>
<tr>
<td>Serbia</td>
<td>Info CS</td>
<td>Regional TV Station</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>&quot;Ura e Zogut&quot; në 7 Monumentet e kulturnës</td>
<td>Albanian</td>
<td>10/03/2022</td>
</tr>
<tr>
<td>Serbia</td>
<td>RTS</td>
<td>National Radio Station</td>
<td>WP6: Communication and dissemination (HVS Award)</td>
<td>&quot;Europa Nostra&quot; gje priznanja &quot;Helena Vaz de Silva&quot;</td>
<td>Serbian</td>
<td>19/11/2022</td>
</tr>
<tr>
<td>Spain</td>
<td>RNE</td>
<td>National Radio Station</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Empecemos el día con Patrimonio: la Europa que perdemos</td>
<td>Spanish</td>
<td>30/03/2022</td>
</tr>
<tr>
<td>Spain</td>
<td>RNE</td>
<td>National Radio Station</td>
<td>WP7: Campaigning for saving heritage in danger (Ukraine)</td>
<td>Empecemos el día con Patrimonio: la Europa que perdemos</td>
<td>Spanish</td>
<td>25/03/2022</td>
</tr>
<tr>
<td>COUNTRY</td>
<td>MEDIA</td>
<td>TYPE OF MEDIA</td>
<td>WORK PACKAGE (WP)</td>
<td>HEADLINE</td>
<td>LANGUAGE</td>
<td>DATE</td>
</tr>
<tr>
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<td>----------</td>
<td>------------</td>
</tr>
<tr>
<td>France</td>
<td>Le Grand Parisien</td>
<td>National daily newspaper</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>La Butte-Rouge en péril ? Polémique après la visite d’experts européens</td>
<td>French</td>
<td>13/10/2022</td>
</tr>
<tr>
<td>Germany</td>
<td>AZ</td>
<td>Regional newspaper</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Stolberg ist gefährdete Kulturerbestätte</td>
<td>German</td>
<td>30/03/2022</td>
</tr>
<tr>
<td>International</td>
<td>The Economist</td>
<td>Weekly newspaper</td>
<td>WP7: Campaigning for saving heritage in danger</td>
<td>Lockdown knockdown</td>
<td>English</td>
<td>29/01/2022</td>
</tr>
<tr>
<td>Netherlands</td>
<td>Erfgoed Nieuws</td>
<td>Monthly Magazine</td>
<td>WP7: Campaigning for saving heritage in danger (7 Most)</td>
<td>Brabants Fort op Internationale Lijst</td>
<td>Dutch</td>
<td>01/06/2022</td>
</tr>
<tr>
<td>Serbia</td>
<td>CorD Magazine</td>
<td>Monthly Magazine</td>
<td>WP6: Communication and dissemination</td>
<td>“Together We Can Move Mountains”</td>
<td>English</td>
<td>02/11/2022</td>
</tr>
</tbody>
</table>